



ANNOUNCING THE PACIFIC SOUTHWEST EXPOSITION

A World Event

WITH BRILLIANT CEREMONIES the opening of the great Pacific Southwest Exposition will take place in Long Beach on July 27th.

This huge international attraction... a 60-acre Tunisian city reflecting the late of Northern Africa in its massive domes, piercing towers and slender minarets... is now being erected on a peninsula, surrounded on three sides by the waters of the Los Angeles Long Beach harbor. Here, the story of the cultural and commercial development of the great Southwest of America and its relation to the nations bordering the Pacific will be told.

More than twenty foreign nations are participating with colorful exhibits. The East will meet the West... the North will greet the South... giving visitors a glimpse into the lives of many far away lands.

Every branch of human endeavor will be represented at the Exposition with beautiful and educational displays. The ten main exhibit palaces, in their picturesque setting of plazas and broad avenues, will house some of the world's most significant works in the fields of culture and commerce.

America's greatest water sports meet, including international speedboat events... yacht races... championship swimming and diving events... will be a feature of the Exposition. And... an elaborate entertainment program offering some of the most spectacular features ever staged in the West, will provide endless diversion.

PLAN NOW TO ATTEND UNDER THE AUSPICES OF THE CITY OF LONG BEACH AND THE LONG BEACH CHAMBER OF COMMERCE

LONG BEACH INVITES THE WORLD - JULY 17 to SEPT. 3.

J. M. Fitzhugh returned Monday from a week's business trip to San Francisco and Pittsburg.

Dr. and Mrs. C. L. Ingold drove to Riverside Saturday evening, and spent Sunday visiting surrounding towns and Mount Rubidoux, and returned to Torrance late Sunday evening.

Mr. and Mrs. S. S. Worrell and daughter Doris had Sunday dinner with friends in Los Angeles.

There will be a meeting of the Los Angeles County Council of the American Legion Auxiliary Friday. Luncheon will be served at 12 and the meeting will begin at 1:15.

Don Lathrop, son of Dr. Maude Chambers, left recently for a motor trip to Las Vegas, New Mexico where he will spend the summer in the writers' colony there. Mrs. Lathrop and daughter Joyce, made the trip by train.

Clay Arnold and his son, Thornton, of Kansas City were the dinner guests of Mr. and Mrs. Grover C. Whyte Monday evening.

S. Rexford Black of San Francisco will be the guest of Mr. and Mrs. Grover C. Whyte over the weekend.

Dorothy and Jane Chandler of 2311 Andros, left Tuesday to spend the summer in Hannibal, Missouri, with their grandmother.

Keith-Orpheum Bill Is Popular Dish This Week

Keith-Orpheum Vaudeville on display at the Orpheum Theatre, Los Angeles, is proving one of the most popular summer amusements in Southern California this year. With the Orpheum's giant \$50,000 cooling and refrigerating plant in operation the hot days can be avoided while viewing vaudeville bills which are the finest in the West. Another program of outstanding attractions will hold forth at the Orpheum starting Sunday matinee, July 8. Headlining the new bill will be Sessue Hayakawa, the popular Japanese screen star, in a new playlet entitled, "The Man Who Laughed." Comedy highlights will include Bert Wheeler, star of Ziegfeld's success "Rio Rita" who holds over for a second week; Eddie Borden, the famous comedian, with Art Van and Dot Brown in a new and dazzling revue, and Ken Howells' Collegians known as "Surprises in Musical Antics." Other offerings will be Guy and Pearl Magley the noted dance stars and Mary Marlowe. Two other Keith-Orpheum feature attractions will complete the bill.

"Wings"—War Film Shows at Cabrillo Today—Tomorrow

Aces of four nations served as technical advisers to Director William A. Wellman during the filming of "Wings," the war film coming to the Cabrillo theatre, San Pedro, July 5-6. Wellman himself brought down seven enemy planes as a flier in the famous Lafayette Escadrille.

Guaranteed paint, \$2.65 gallon. Consolidated Lumber Co., Torrance.—adv.

Read Our Want Ads

Hollywood Bowl Concerts Start Next Week

Albert Coates, Celebrated English-Russian Conductor Will Lead

With a symphony orchestra ranking among the four largest and best in the world, Albert Coates, celebrated English-Russian conductor, will open the seventh session of "Symphonies Under the Stars" in Hollywood Bowl on Tuesday night, July 10.

Having conducted in practically every country where symphonic music is heard, this "globe-trotting director" brings a wealth of international experience to his first appearance in Hollywood Bowl.

But Coates is not a stranger to many of the men who compose the Bowl orchestra. Each an artist in his own right, these men have appeared in many of the great centers of symphonic music some playing under Coates' direction. Many social activities are now being planned to welcome this great maestro to the Southland, where old friendships will be renewed and new ones formed.

To Miss Hager, mezzo-contralto, has come the honor of being the first Bowl soloist of this season.

Miss Hager is proud of being an "all-American product." She has disproved the old idea that, to make a success, a musician must study abroad. After receiving her musical education in the United States, Miss Hager went to Europe, where she appeared as soloist with several symphony orchestras and was acclaimed as one of America's most gifted singers.

In her own country, Miss Hager also has an unusual record of achievement. She has been soloist with many musical organizations, among which are the Minneapolis, Philadelphia and Chicago symphony orchestras.

Concerts will be given on Tuesday, Thursday, Friday and Saturday evenings of next week, July 10, 12, 13 and 14.

Bank of Italy Shows Big Gains in Statement

Semi-Annual Report Indicates Growth in Nearly All Departments

In a statement which reflects the most impressive gains ever experienced in any previous six-month period, the Bank of Italy has published its report of condition for the first half of 1928.

Resources have grown to more than \$804,000,000; deposits have jumped to \$666,000,000; the cash position shows a literally greater than at any time in the history of the institution, and the combined profits of the bank, National Bank-Italy Company and their subsidiaries have reached a new high level for a half year's operation at \$11,127,876.14.

"The report of condition is one in which the stockholders of our institution may take justifiable pride," said James A. Bacigalupi, president of the bank, in commenting on the statement. "The gain in resources is even more generous than had been anticipated and marks the first time that the totals have gone beyond \$800,000,000."

Analysis of the published statement shows that in addition to the large gains in deposits, the bank has increased its letter of credit from \$24,000,000 to more than \$34,000,000. The enlarged volume of international business, as well as extensive operation in the field of foreign travel, to which the Bank of Italy has devoted itself, is clearly shown in the current figures.

The bond investment amounting to \$230,000,000 (of which amount \$158,000,000 is represented by U. S. Liberty bonds and other government securities), together with \$102,000,000 actual cash on hand and in banks, gives the institution a liquidity of more than 60 per cent. At the same time, further additions to the capital accounts continue to insure for the institution its established leadership among the world's financial institutions.

Evidence of the wide-spread public patronage which the bank enjoys is revealed by the increase in the number of its depositors, the figures showing 1,347,357 or a gain of 87,000 during the past six months.

TORRANCE NEWSLETS

L. B. Kelsey had his tonsils removed Wednesday of last week.

The Star Club met Monday night at the home of Mrs. May McKinley on Coia avenue.

Mrs. H. M. Tolson and children are leaving today for a month at Big Bear, where they have taken a cottage. Mr. Tolson will drive up to spend the weekends with Mrs. Tolson and the children.

Several members of the Eteri Club have gone to San Dimas canyon for a few days.

Mrs. W. Harold Kingsley and two children have returned from Catalina Island.

S.P. Spending Millions to Boost West

Spending each year \$1,300,000 to advertise alike the attractions and opportunities of the West, and its service as an inducement to promote travel, Southern Pacific is a principal factor in the upbuilding of the regions served by its Pacific Lines, according to F. S. McGinnis, passenger traffic manager for the company.

This year the company will publish and distribute nearly 9,500,000 booklets, folders and other pieces of advertising matter. Printed in four languages and illustrated with many fine half-tone engravings of western beauty spots and natural wonders, thousands of these booklets are being distributed throughout Europe and the Orient, as well as in every state in this country.

Display advertising is regular in scores of newspapers and in more than eighty magazines, twenty of which are major publications of national circulation.

"The effectiveness of this advertising," McGinnis said, "is demonstrated by our annual 'Low Fare' contest 'This Summer' and 'See the Whole Pacific Coast' campaigns. These campaigns throughout the East and Middle West, as well as in Europe have induced thousands of prospective travelers to come west, many of whom otherwise might have gone elsewhere."

Scout Camp at Portuguese Bend

A camp, available for Torrance scouts, will be conducted at the Portuguese site for the two weeks after school closes, starting Monday, July 2nd. Scouts planning to attend are to bring their own equipment and food and are privileged to be present for the entire time or any portion. Torrance scouts are collecting newspapers, the proceeds to be used in defraying the expenses incident to troop camps to be conducted later on in the summer.



Our prices start at . . . \$9.85

The price we quote in this advertisement is just another reminder that we can save you money, and give you quality at the same time. The battery is a genuine Willard, designed to fit many of the cars on the market today, and to do a good job in every car it fits.

Harvel's

Now at 1618 Cravens Ave. Phone 168

GENUINE WILLARD BATTERIES AND WILLARD SERVICE FOR ALL MAKES

Ticker's Tips

Dear Friends: I don't think the boss likes me much. He says I'm too nose-y, whatever he means by that.

But I notice I'm still here and since I like the job all right I guess I'll stay. I'm beginning to find out Howard is a pretty nice man to work for too—in some ways.

One thing I have noticed since I've been the official ad. writer here and that is the customers who come in the store and act like they've been here before. Lots of them seem real well acquainted. And I notice most of them buy something.

Now it don't take any Sherlock Holmes to figure out that those folks have been mighty well pleased with purchases they made and the treatment they got here in the past or they wouldn't come back. Probably that is why Howard has such a nice business.

Ticker.

HOWARD'S 1503 Cabrillo Ave. Torrance

Cabrillo Theatre Thurs. & Friday San Pedro July 5-6

Thursday and Friday Nights Only at 8:15 Prompt Only Matinee Friday at 2:15 Prompt

ROAD SHOW DIRECT FROM AND EXACTLY SAME AS AT BILTMORE THEATER, LOS ANGELES



MARVELOUS SYNCHRONIZED SOUND EFFECTS MAGNASCOPE SCREEN—SYMPHONY ORCHESTRA

Seats Reserved All Shows—On Sale in Advance Now Night \$1, \$1.50—Fri. Mat. 50c, 75c, \$1—No Tax Now MAIL ORDERS FILLED PROMPTLY AS RECEIVED

NOTE—This is Positively the Last and Only Showing in this territory, as Company goes from here to San Francisco.

New Telephone Plant for Torrance

Embodying new and larger equipment of the most modern design throughout, the new Torrance telephone central office will be placed in service July 7. The new building is located at 1266 Sartori Avenue, and beginning July 7, all business with the company may be transacted there.

With this new plant provided to care for the development of Torrance, we believe you will be pleased with the service. Every telephone added to the system makes the service all the more useful. Order your telephone today.

The Pacific Telephone and Telegraph Company

